

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1 – 70. (Cancelled)

71. (Currently Amended)

A hand-held device for receiving auxiliary data relating to promotional opportunities from a display device and a radio signal source in response to video signals containing auxiliary data presented on the display device, the hand-held device comprising:

a photodetector disposed on the hand-held device for receiving the promotional opportunities transmitted as auxiliary data directly from the display device;

a radio frequency (RF) receiver disposed on the hand-held device for receiving the promotional opportunities transmitted as auxiliary data from the radio signal source in response to video signals containing auxiliary data which are presented on the display device;

a central processing unit (CPU) and circuitry disposed on the hand-held device for processing the auxiliary data received by the hand-held device;

a decoding means on the hand-held device for decoding the promotional opportunities resulting from ~~the receipt~~ receiving and processing of the auxiliary data on the hand-held device from either the display device, the radio signal source, or both the display device and the radio signal source; and

a memory disposed on the hand-held device and coupled to the CPU for storing the promotional opportunities.

72. (Currently Amended)

The hand-held device of claim 71, wherein the radio signal source is a decoder device for demodulating the promotional opportunities received from ~~the~~ a source of the video signals.

73. (Previously Presented)

The hand-held device of claim 71, wherein a device display is disposed on the hand-held device to present the promotional opportunities received.

74. (Previously Presented)

The hand-held device of claim 73, wherein the device display is a liquid crystal display (LCD) screen, a touch screen, or one or more light emitting diodes (LEDs).

75. (Cancelled)

76. (Currently Amended)

A hand-held device for a user to interact with a source of auxiliary data and ~~providing trigger one or more promotional opportunities from the reception of auxiliary data from the source pre-stored by a sponsor on the hand-held device in conjunction with material presented by the source from the reception of auxiliary data from the source, the one or more promotional opportunities and associated preprogrammed data are preconfigured by the sponsor on the hand-held device prior to use of the device by the user,~~ the hand-held device comprising:

a receiver disposed on the hand-held device for receiving auxiliary data from the source during presentation of the material; and

a central processing unit (CPU) and other circuitry disposed on the hand-held device and coupled to the receiver which compares the auxiliary data received against ~~pre-stored the preprogrammed~~ data that triggers the one or more ~~pre-stored~~ promotional opportunities for a the user of the hand-held device.

77. (Previously Presented)

The hand-held device of claim 76, wherein the source is a display device and the receiver is a photodetector.

78. (Previously Presented)

The hand-held device of claim 76, wherein the source is a radio signal source and the receiver is a radio frequency (RF) receiver.

79. (Previously Presented)

The hand-held device of claim 76, wherein the source is a display device and a radio signal source.

80. (Previously Amended)

The hand-held device of claim 77, wherein the receiver comprises both a photodetector and a radio frequency (RF) receiver.

81. (Currently Amended)

A hand-held device for providing one or more ~~incremental~~ successive promotional opportunities to a user ~~for progressive activity from successive reception of auxiliary data from a source, and presented by a source of promotional opportunities to a user of the hand-held device, the one or more successive promotional opportunities selected by a sponsor prior to receipt by the user of the auxiliary data,~~ the hand-held device comprising:

a receiver disposed on the hand-held device for receiving ~~the incremental promotional opportunities~~ auxiliary data from the source;

a central processing unit (CPU) and other circuitry disposed on the hand-held device for processing ~~the incremental promotional opportunities~~ and determining whether the auxiliary data received by the hand-held device matches a successive reward data criteria to the one or more successive promotional opportunities;

a memory disposed on the hand-held device and coupled to the CPU for storing the ~~incremental promotional opportunities~~ auxiliary data; and

nonalphanumeric visual indication display disposed on the hand-held device for ~~displaying~~
~~respective levels of~~ notifying the user one or more matches of successive reward data criteria
with the one or more incremental promotional opportunities to the user of the hand-held device.

82. (Previously Presented)

The hand-held device of claim 81, wherein the source is a display device and the receiver is a photodetector.

83. (Previously Presented)

The hand-held device of claim 81, wherein the source is a radio signal source and the receiver is a radio frequency (RF) receiver.

84. (Previously Amended)

The hand-held device of claim 81, wherein the source is either a display device or a radio signal source, and the receiver comprises a photodetector and a radio frequency (RF) receiver.

85. (Currently Amended)

The hand-held device of claim 81, wherein the nonalphanumeric visual indication display is a plurality of LEDs.

86. (Currently Amended)

The hand-held device of claim 85, wherein the plurality of LEDs are either the same color or different colors for providing an indication of the matching the successive reward data criteria to one or more successive promotional opportunities ~~or auxiliary data received by the hand-held device.~~

87. (Currently Amended)

The hand-held device of claim 85, wherein the ~~respective levels are progressively~~ plurality of LEDs successively illuminate according illuminating LEDs corresponding to the incremental successive promotional opportunities received by the hand-held device.

88-96. (Cancelled)

97. (Previously Presented)

A method of interactive advertising and promotion in connection with a user's observance of sporting, racing or other special events comprising:

transmitting auxiliary data related to such events, wherein the auxiliary data is associated with sponsors and carries promotional opportunities of special significance relative to the event, the sponsor and the promotional opportunities are of special value to the user;

providing means for receiving the auxiliary data for the user of a hand-held device while it views the events on a display device, the hand-held device being capable of selectively receiving the auxiliary data from a display device and a radio signal source;

providing means on the hand-held device for receiving the auxiliary data for the user of the hand-held device while the user attends the events, the hand-held device being capable of selectively receiving the auxiliary data; and

providing a benefit to the user of the hand-held device for selectively receiving the promotional opportunities, the hand-held device being capable of retaining indication of having received the promotional opportunities.

98. (Previously Presented)

A method of interactive advertising and promotion relative to material presented by a display device comprising:

transmitting auxiliary data during presentation of the material, where the auxiliary data is associated with a sponsor of the material and carries promotional opportunities;

providing means for receiving the auxiliary data for users of a hand-held device while they view the events on a display device, the hand-held device resembling a snap-shot camera with simulated lens so as to suggest to the user a camera-like method of using the hand-held device to obtain the auxiliary data; and

providing a benefit to the user of the hand-held device for selectively receiving the promotional opportunities, the hand-held device being capable of retaining indication of having received the promotional opportunities.

99. (Previously Presented)

The method of claim 98 further comprising means for presenting to the user the promotional opportunities received by means of the auxiliary data.

100. (Cancelled)

101. (Cancelled)

102. (Previously Presented)

A hand-held device for use by user while viewing a display device presenting information including auxiliary data representing a promotional opportunity, the hand-held device resembling a snap-shot camera with simulated lens so as by its resemblance to suggest to the user a camera-like method of using the hand-held device to obtain the auxiliary data.

103. (Previously Presented)

The hand-held device of claim 71, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

104. (Previously Presented)

The hand-held device of claim 76, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

105. (Cancelled)

106. (Cancelled)

107. (Previously Presented)

The hand-held device of claim 97, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

108. (Previously Presented)

The hand-held device of claim 98, wherein the auxiliary data is subliminally modulated within an active portion of the video signals.

109. (Cancelled)

110. (Currently Amended)

The hand-held device of claim 104 further comprising nonalphanumeric indication display disposed on the hand-held device for displaying ~~respective~~ successive levels of ~~relative~~ successive promotional opportunities to the user of the hand-held device based on the auxiliary data received by the hand-held device.

111. (Cancelled)

112. (Cancelled)

113. (Previously Added)

The hand-held device of claim 71, wherein the auxiliary data is modulated within the video signals in a substantially invisible way.

114. (Previously Added)

The hand-held device of claim 76, wherein the auxiliary data is modulated within a video signal in a substantially invisible way.

115. (Previously Added)

The hand-held device of claim 81, wherein the incremental promotional opportunities are modulated within a video signal in a substantially invisible way.

116. (Cancelled)

117. (Previously Added)

The method of claim 97, wherein the auxiliary data is modulated within a video signal in a substantially invisible way.

118. (Previously Added)

The method of claim 98, wherein the auxiliary data is modulated within a video signal in a substantially invisible way.

119. (Cancelled)

120. (Cancelled)

121. (New)

The hand-held device of claim 81, wherein the one or more successive promotional opportunities is exactly one successive promotional opportunity.

122. (New)

A method of providing product information to a hand-held device with a photodetector and an interfacing means, the method comprising:

a first person with hand-held device optically capturing via the photodetector a composite video signal from a display device, the composite video signal comprising a video signal modulated with auxiliary data corresponding to product information;

the hand-held device decoding and reproducing the auxiliary data corresponding to the product information;

the first person providing the hand-held device to a second person;

the second person connecting the hand-held device via the interface means to a computer with Internet access; and

the second person purchasing a product from the receipt of the product information on the hand-held device by the computer with Internet access.

123. (New)

A method of providing one or more points for an application to a user of a hand-held device, the method comprising:

modulating a video signal with auxiliary data corresponding to one or more points thereby creating a composite video signal;

optically detecting the composite video signal on a hand-held device with a photodetector;

decoding the composite video signal on the hand-held device; and

selectively reproducing the auxiliary data on the hand-held device to provide the one more or points for the application.

124. (New)

A method of providing information relative to an event to a user of a hand-held device, the method comprising:

modulating a video signal with auxiliary data corresponding to information relative to the event thereby creating a composite video signal;

optically detecting the composite video signal on a hand-held device with a photodetector;

decoding the composite video signal on the hand-held device; and

reproducing the auxiliary data on the hand-held device to provide the information relative to the event to a user of the hand-held device.